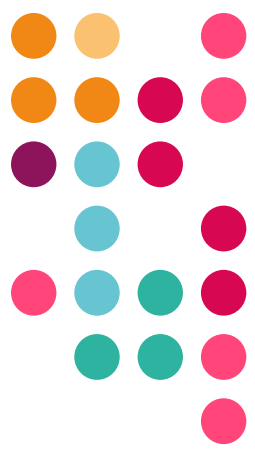


Say goodbye to your product backlog



What would you say if we told you that you can get embedded analytics up and running within your app in 30 days? All without effecting your backlog or Dev resource.





The problem

- **Reducing your never-ending backlog of technical debt**
(How is it technical debt when you only wrote the code six months ago?)
- **Customer enhancements**
- **Third-party library updates**
- **New innovative features**

We all understand how challenging it can be to prioritise tasks in the backlog! There may be conflicting priorities, or it may be tough to determine which tasks are most important, or have the highest potential impact. As a result, lower-priority tasks or big-ticket items may linger in the backlog for an extended period.





The solution: buy and wave goodbye to your backlog!

How do you wave goodbye to your backlog items? Well, one way is to buy an out of the box solution. Firstly, take a look at the backlog; what are the big-ticket items that you know will add value to your customers and business? Then, ask yourself, are they core to your IP? If they are a high priority but not core to your IP, then purchasing an out of the box solution may be the fix you need.

Successful SaaS businesses build their IP around best-of-breed solutions. Some examples of this include:

Payment gateways and subscription management:

- Chargebee
- Stripe
- Paddle

Onboarding:

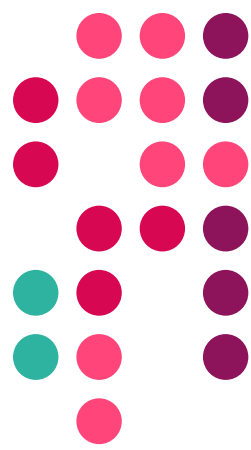
- Pendo
- Userflow
- Helpier

Helpdesk:

- Zendesk
- Help Scout
- HelpSpace



SaaS companies realize that their product and development resources are scarce. Their focus must be on developing their product and continuing to innovate based on their core IP. When discussing buy vs build with SaaS CTO's, there seems to be a consensus these days that buying outweighs building.



The advantage of buy vs build

So, what are the advantages of buy vs build and **embedding solutions** into your platform? It's not just about the reduction in your backlog; there are wider business benefits I'm convinced that you will see! For example, increased customer satisfaction, improvements to churn (we all want this don't we!), and happier product teams.

At, Panintelligence, we are no different. Panintelligence focuses on self-serve **embedded analytics** and business intelligence solutions for SaaS vendors.

Some big-ticket enhancements were needed quickly. The Panintelligence product and development team could have delivered the capability, but their time needs to focus on core items to our IP.

The decision was made to look at a leading SaaS onboarding platform necessary to resolve the backlog issue. With minimal development input, a solution could be embedded in the product and reduce the backlog without adding strain to the product and development team.

By removing this item, the Product Marketing and Customer Success teams are happy, and the development team are delighted to see the backlog disappear without writing a line of code.



Discover more about the benefits of embedded analytics for your business



To help you navigate your embedded analytics journey, we've created a range of guides which we hope will help you!

**Download
and read our
guides here**

